

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BB Endeavors LLC		02/05/2009	LIMITED LIABILITY COMPANY: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Skinny Girl Cocktails LLC		
<b>Street Address:</b>	417 Fifth Avenue		
<b>Internal Address:</b>	Penthouse		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77621838	SKINNYGIRL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)658-9596		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	dkanbar@gmail.com		
<b>Correspondent Name:</b>	David Kanbar		
<b>Address Line 1:</b>	417 Fifth Avenue		
<b>Address Line 2:</b>	Penthouse		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	David A. Kanbar		
<b>Signature:</b>	/David A. Kanbar/		
<b>Date:</b>	02/09/2009		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, BB Endeavors LLC, a New York limited liability company having its principal address at 403 E. 62<sup>nd</sup> Street, Suite 12B, New York, NY 10065 ("Assignor") is the owner of the certain trademarks and trademark applications (collectively, the "Marks") identified on the attached Schedule, the business associated with the Marks and the goodwill represented by the Marks.

WHEREAS, Skinny Girl Cocktails LLC, a Delaware Limited Liability Company ("Assignee"), having its place of business at 417 Fifth Avenue, Penthouse, New York, NY 10016, desires to acquire all of Assignor's right, title and interest in and to the Marks, the portion of the business to which the Marks pertain and the goodwill represented by the Marks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Marks and the portion of the Assignor's existing and ongoing business to which the Marks pertain, and the goodwill represented by the Marks, free and clear of all security interests, liens and encumbrances effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Marks. Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties.

The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, this Assignment is effective as of February 5, 2009.

BB Endeavors LLC

Skinny Girl Cocktails LLC

By: 

By: 

Name: Bethenny Frankel

Name: David Jenner

Title: Managing member

Title: CEO

**SCHEDULE OF TRADEMARKS**

<u>Mark</u>	<u>Serial No./Registration No.</u>	<u>Filing Date/Registration Date</u>
Skinnygirl	77621838	November 25, 2008
[ ]	[ ]	[ ]
[ ]	[ ]	[ ]

ACKNOWLEDGMENT

STATE OF NEW YORK )  
 )  
COUNTY OF NEW YORK )

On FEBRUARY 5, 2009, before me, A. ADAM MEHRFAR,  
(here insert name and title of the officer)

a Notary Public, personally appeared BETHENNY FRANKEL,

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are  
subscribed to the within instrument and acknowledged to me that he/she/they executed the same  
in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument  
the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of New York that  
the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

ARMAN ADAM MEHRFAR  
Notary Public, State of New York  
No. 02ME6050357  
Qualified in New York County  
Commission Expires Nov. 6, ~~2008~~  
2010

(SEAL)